



VdGM Image Liaison

Purpose

- Coordinate and support the Image Theme Group in promoting the Vasco da Gama Movement (as WONCA Europe's Network for New and Future Family Physicians), its activities and Family Medicine itself
- Liaise with other Theme Groups, Special Interest Groups, Executive Group and Council to guide a unified approach to promotion efforts
- Assist the Executive Group in the daily running of the Vasco da Gama Movement

Activities

- Attend regular meetings with VdGM Executive, yearly VdGM Council meeting, yearly VdGM Forum, yearly WONCA Europe Conference/VdGM Pre-conference, occasional meetings with Host Organizing Committees and meetings upon request from WONCA Europe Executive Board
- Plan, schedule, maintain agenda and moderate offline/online meetings of the Image Theme Group
- Manage group members' queries and respond promptly to queries/electronic correspondence by Executive/Council members, fellow VdGMians, WONCA personnel or external parties
- Maintain and keep an up-to-date register of members in the Image Theme Group
- Launch recruitment campaigns for the Image Group and assess candidates' relevant knowledge, hard/soft skills, experience and aptitude to ensure qualification match, cultural fit and compatibility
- Onboard new collaborators to become fully integrated
- Collate projects proposed by group members and assist in the formulation of strategies to build a roadmap for promotional efforts
- Design and customize (or assist in designing/customizing) technological systems and platforms to achieve promotional projects and improve user experience
- Take the lead in developing a successful but feasible long-term promotion plan for the Image Group, ensuring that all requirements to support its operations and objectives are in place, and overseeing its day-to-day implementation
- Conceive and develop efficient and intuitive but comprehensive social media strategy, promotional campaigns/events, digital media competitions, and other marketing efforts across the different channels, using all necessary tools and whenever possible new media and digital tools
- Coordinate the creation of digital content (e.g. website, social media, newsletters, press releases) and manage VdGM's design (e.g. logo, Facebook timeline cover, profile pictures and website layout) in a cohesive way to achieve the promotion goals
- Administer all social media accounts ensuring policies and best practices are being met

- Write for diverse promotional purposes and organize distribution through various channels (website, social media, newsletters, press releases, brochures, etc)
- Prepare well-documented presentations, as assigned
- Monitor progress of campaigns/projects/activities within the Image Group using various metrics (web traffic, user engagement, return of investment, key performance indicators), offering solutions to boost results and submitting regular reports to the Image Theme Group, Executive Group, Council and public
- Update Image policies as needed and review/recommend changes to other existing policies or draft proposals to suggest more efficient ways to promote VdGM and troubleshoot current issues

Why

- To boost awareness on VdGM/Family Medicine and spread VdGM's unique "voice" to its target group
- To meet the organization's standards and ensure consistency and quality standards through all promotional efforts and channels (e.g. print releases, brochures, website, social media, newsletters, etc)
- To effectively connect VdGM with New and Future Family Physicians across WONCA Europe's region (and beyond) and to create and maintain high levels of engagement/interaction with them

Duties & Responsibilities

- To enact decisions of the Executive and Council
- To support the Executive group in a timely and professional manner
- To advise on branding, positioning, communications and other promotional issues
- To study the VdGM profile and operations so as to understand its promotional needs
- To define promotion strategies aligned with the organizational vision, goals/objectives and budget, in order to support VdGM's overall strategies
- To provide forward-thinking ideas aiming to promote VdGM, its activities and Family Medicine itself
- To acquire insight in current marketing/promotional trends, conduct research on preferences of New and Future Family Physicians and keep VdGM promotional strategies up-to-date
- To stay up-to-date with current technologies and trends in social media, with new digital technologies and social media best practices, with design tools and applications as a way to give direction to promotional efforts with the most effective methods and tools
- To research products, services and current strategies so that new opportunities for the Image Group (and VdGM in general) are identified
- To train Executives, Council members and members of other Theme Groups and Special Interest Groups in order to integrate and maintain a cohesive social media strategy
- To work closely with all the above in order to coordinate VdGM marketing, advertising and promotional activities, ensuring consistency through all channels and optimizing the target audience experience
- To support growth and project development within the Image Group
- To seek opportunities for improvement and suggest new projects to the Image Theme Group
- To design and implement the overall recruiting strategy for the Image Group, attracting prospective candidates using a variety of channels (including social media)
- To supervise, manage and motivate Image group members on a regular basis
- To provide effective guidance to members within the Image Group
- To discover training needs and provide coaching to Image Theme Group members
- To build a highly efficient team of Image collaborators
- To encourage creativity and ensure smooth team operations and effective collaboration
- To create an inspiring team environment with an open communication culture
- To facilitate internal (within the Image Group) and external communication (with Executive, Council, others), acting as the point of contact between them
- To listen to team members' feedback and act proactively to resolve any issues or conflicts
- To delegate tasks and ensure all Image Theme Group members are on board with delegated tasks
- To set clear team goals and deadlines
- To scope project requirements and prepare its budget

- To select and implement suitable technology to streamline all internal operations and help optimize their strategic benefits
- To monitor team performance and report on metrics
- To recognize high performance and reward accomplishments within the Image Group

Skills & Competencies

- Passion for all things marketing and technology
- Strong arsenal of promotion/marketing techniques and methods
- Well-versed in the concepts, tools and best practices surrounding marketing/promotion
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital channels
- In-depth understanding of how current digital marketing channels function
- Thorough knowledge of strategic planning principles
- Up-to-date with the latest digital technologies and social media trends
- Working knowledge of web analytics/ web traffic metrics
- Familiarity with current technologies, media editing software and social media channels
- Excellent leadership and decision-making skills
- Problem-solving attitude and attention to detail
- Analytical mindset and critical thinking skills, capable for “out-of-the-box” thinking
- Ability to multitask, perform under tight deadlines, think proactively and prioritize work
- Solid organizational and time-management abilities
- Strong team/project management skills
- Outstanding communication (written and verbal; via phone, email, instant messaging and in-person) and interpersonal skills
- Apt in writing proposals and reports
- Ability to deliver creative content (text, image and video)
- Pro-activeness

Relationships

- Work with Image Theme Group members to design, develop and implement promotional projects
- Liaise with other Theme Groups, Special Interest Groups, Host Organizing Committees of upcoming Fora/Preconferences, Executives and Council members to collaborate in promotional activities and to ensure consistency through cohesive strategies
- Report to the Image Theme Group, Executive and Council
- Collaborate with Treasurer in preparing budgets for promotional activities and monitoring expenses
- Ensure communication flow with WONCA Europe and WONCA World, namely the editors of WONCA News and WONCA Europe Newsletter
- Team up with website technical support when needed